

Maine Revised Statutes
Title 24-A: MAINE INSURANCE CODE
Chapter 23: TRADE PRACTICES AND FRAUDS

§2154. FALSE INFORMATION; ADVERTISING

A person may not make, publish, disseminate, circulate or place before the public, or cause, directly or indirectly, to be made, published, disseminated, circulated or placed before the public, in a newspaper, magazine or other publication or on a business card, or in the form of a notice, circular, pamphlet, letter or poster, or over any radio or television station, or in any other way, an advertisement, announcement or statement containing any assertion, representation or statement with respect to the business of insurance or with respect to any person in the conduct of that person's insurance business or with respect to the name of a financial institution in a manner that is untrue, deceptive or misleading. [2007, c. 118, §1 (AMD).]

SECTION HISTORY

1969, c. 132, §1 (NEW). 2005, c. 46, §1 (AMD). 2007, c. 32, §1 (AMD).
2007, c. 118, §1 (AMD).

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